

OCT25/12 15.01
*** WPXI-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|----------------------|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| 1 | | | 600A-700A | 30 | 4 | \$800.00 | 10/26 | 10/26 | 1 | | FRI | 1 |
| PROGRAM : CH11 NEWS | | | | | | | | | | | | |
| 2 | | | 600A-700A | 30 | 4 | \$800.00 | 10/29 | 11/2 | 3 | | M-F | 3 |
| PROGRAM : CH11 NEWS | | | | | | | | | | | | |
| 3 | | | 600A-700A | 30 | 4 | \$800.00 | 11/5 | 11/5 | 1 | | MON | 1 |
| PROGRAM : CH11 NEWS | | | | | | | | | | | | |
| 4 | | | 700A-900A | 30 | 4 | \$800.00 | 10/26 | 10/26 | 1 | | FRI | 1 |
| PROGRAM : TODAY SHOW | | | | | | | | | | | | |
| 5 | | | 700A-900A | 30 | 4 | \$800.00 | 10/29 | 11/2 | 2 | | M-F | 2 |
| PROGRAM : TODAYS HOW | | | | | | | | | | | | |

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM PPD

ANNALS REPORT FROM REE

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|------------------------------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 6 | | | 700A-900A PROGRAM : TODAY'S HOW | 30 | 4 | \$800.00 | 11/5 | 11/5 | 1 | | MON | 1 |
| 7 | | | 900A-1000A PROGRAM : TODAY SHOW | 30 | 4 | \$400.00 | 10/26 | 10/26 | 1 | | FRI | 1 |
| 8 | | | 900A-1000A PROGRAM : TODAY SHOW | 30 | 4 | \$400.00 | 10/29 | 11/2 | 2 | | M-F | 2 |
| 9 | | | 1200N-1230P PROGRAM : CH11 NEWS | 30 | 4 | \$375.00 | 10/29 | 11/2 | 3 | | M-F | 3 |
| 10 | | | 1230P-130P PROGRAM : DOCTORS | 30 | 4 | \$275.00 | 10/29 | 11/2 | 1 | | M-F | 1 |
| 11 | | | 300P-400P PROGRAM : DAYS | 30 | 4 | \$500.00 | 10/26 | 10/26 | 1 | | FRI | 1 |
| 12 | | | 300P-400P PROGRAM : DAYS | 30 | 4 | \$500.00 | 10/29 | 11/2 | 2 | | M-F | 2 |
| 13 | | | 400P-430P PROGRAM : JUDGE JUDY | 30 | 4 | \$400.00 | 10/29 | 11/2 | 2 | | M-F | 2 |
| 14 | | | 600P-630P PROGRAM : 6P NEWS | 30 | 4 | \$1,000.00 | 10/29 | 11/2 | 2 | | M-F | 2 |
| 15 | | | 600P-630P PROGRAM : 6P NEWS | 30 | 4 | \$1,000.00 | 11/5 | 11/5 | 1 | | MON | 1 |
| 16 | | | 700P-730P PROGRAM : JEOPARDY | 30 | 4 | \$1,800.00 | 10/29 | 11/2 | 2 | | M-F | 2 |
| 17 | | | 700P-730P PROGRAM : JEOPARDY | 30 | 4 | \$1,800.00 | 11/5 | 11/5 | 1 | | MON | 1 |

REP HEADLINE# 6397173
 *** ORIGINAL REV#0 ***

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|---|-----|----|-------------|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 18 | | | 730P-800P | 30 | 4 | \$1,800.00 | 10/29 | 11/2 | 2 | | M-F | 2 |
| PROGRAM : WHEEL | | | | | | | | | | | | |
| 19 | | | 1100P-1135P | 30 | 4 | \$2,000.00 | 10/29 | 11/2 | 3 | | M-F | 3 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| 20 | | | 1100P-1135P | 30 | 4 | \$2,000.00 | 11/5 | 11/5 | 1 | | MON | 1 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| 21 | | | 600A-1030A | 30 | 5 | \$5,000.00 | 11/3 | 11/3 | 1 | | SAT | 1 |
| PROGRAM : PITT ND -FB/LOCAL - 3300-7300 | | | | | | | | | | | | |
| 22 | | | 600P-630P | 30 | 21 | \$625.00 | 10/27 | 10/27 | 1 | | SAT | 1 |
| PROGRAM : SAT NEWS | | | | | | | | | | | | |
| 23 | | | 1100P-1130P | 30 | 4 | \$2,100.00 | 10/27 | 10/27 | 1 | | SAT | 1 |
| PROGRAM : CH11 NEWS | | | | | | | | | | | | |
| 24 | | | 1130P-1230A | 30 | 4 | \$1,200.00 | 11/3 | 11/3 | 1 | | SAT | 1 |
| PROGRAM : SNL | | | | | | | | | | | | |
| 25 | | | 800A-1000A | 30 | 4 | \$375.00 | 10/28 | 10/28 | 1 | | SUN | 1 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| 26 | | | 600P-630P | 30 | 4 | \$675.00 | 10/28 | 11/4 | 1 | | SUN | 2 |
| PROGRAM : SUN NEWS | | | | | | | | | | | | |
| OCT/12 | | | \$6,275.00 | | | NOV/12 | | | | | | |
| | | | | | | | | | | | | 36475.00 |

CONTRACT TOTAL 42750.00
 TOTAL SPOTS 40

MARKET TOTALS \$152,678 WPXI 28% KDKA 35% WTAE 24% WPGH 10% CABL 0% WPCW 3% WPMY 0%
 SVC- NSI
 DEMOS- RA35+*

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